

## Message Text

UNCLASSIFIED

PAGE 01 PRAGUE 02511 071005Z  
ACTION FSI-04

INFO OCT-01 EUR-12 ISO-00 PER-05 EB-08 /030 W  
-----125561 071202Z /46

R 070848Z SEP 77  
FM AMEMBASSY PRAGUE  
TO SECSTATE WASHDC 3544  
INFO USDOC WASHDC

UNCLAS PRAGUE 2511

STATE FOR M/FSI/B. F. DUNCOMBE; USDOC FOR BEWT

E.O. 11652: N/A  
TAGS: BEXP, AFSI, CZ  
SUBJECT: OVERSEAS MARKETING RESEARCH SEMINAR

REF: (A) STATE 198425, (B) PRAGUE 2356, (C) STATE 202025

1. EMBASSY NOMINATES FSL-1 JIRI FRANTAL FOR PARTICIPATION  
AT OVERSEAS MARKETING RESEARCH SEMINAR, VIENNA, NOVEMBER  
7-18, 1977.

2. FRANTAL IS SENIOR CZECHOSLOVAK COMMERCIAL SPECIALIST IN  
EMBASSY AND IS MAIN POINT OF CONTACT BETWEEN EMBASSY AND  
CZECHOSLOVAK BUSINESS AND INDUSTRIAL COMMUNITY. ECONOMIC/  
COMMERCIAL SECTION HAS RECENTLY INTENSIFIED ITS  
MARKET RESEARCH EFFORTS, AND WE HAVE INCORPORATED MARKET  
RESEARCH PROJECT IN FY 1978 COMMERCIAL ACTION PROGRAM.  
FRANTAL WILL HAVE MAJOR RESPONSIBILITIES IN DEVELOPING  
MARKET RESEARCH PROGRAM, AND BOTH HE AND POST WOULD PROFIT  
FROM VIENNA SEMINAR, ASSUMING SEGMENT DEVOTED TO PROBLEMS OF  
MARKET RESEARCH IN EASTERN EUROPE IS INCLUDED (REF C).

3. JIRI FRANTAL (NO MIDDLE NAME) WAS BORN APRIL 8,  
1936, IN PRAGUE. HE RECEIVED COMMERCIAL DIPLOMA  
FROM HIGH SCHOOL IN PRAGUE, BUT SINCE HIS TRAINING  
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HAS BEEN EXCLUSIVELY IN MARXIST ECONOMICS, HE IS  
CURRENTLY ENROLLED IN THE PRINCIPLES OF ECONOMICS  
CORRESPONDENCE COURSE OFFERED THROUGH FSI BY UNIVER-  
SITY OF WISCONSIN EXTENSION. FRANTAL ENTERED U.S.  
GOVERNMENT SERVICE IN 1965 AS INTERPRETER/TRANSLATOR  
AT EMBASSY, AND THOUGH HE HAS BEEN COMMERCIAL  
SPECIALIST SINCE 1968, HE CONTINUES TO ASSIST IN

PREPARATION OF DAILY PRESS TRANSLATION AND IS  
PRIMARY TRANSLATOR FOR ECONOMIC/COMMERCIAL SECTION.  
HIS COMMAND OF ENGLISH IS OUTSTANDING, AND HE SHOULD  
ENCOUNTER NO LANGUAGE PROBLEMS IN SEMINAR.

4. FRANTAL MUST GO TO VIENNA NOVEMBER 5 RATHER THAN  
NOVEMBER 6 (PARA 4, REF A) SINCE THERE ARE NO  
PRAUGE/VIENNA FLIGHTS ON SUNDAYS. COST OF ROUND-TRIP  
AIR TICKET IS APPROXIMATELY \$116.  
BYRNE

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
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**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Executive Order:** N/A  
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**Reference:** 77 STATE 198425, 77 PRAGUE 2356, 77 STATE 202025  
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**Review Markings:**  
Margaret P. Grafeld  
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